



DRAWINGS
FOR
APPLICATION
FOR
UNITED STATES LETTERS PATENT

TITLE: COLLECTING AND ANALYZING SURVEY DATA
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FIGURES: 1 through 17
SHEETS: 17

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FIG. 1 is a block diagram of a network system 10. The network system 10 includes a server 12, a network 14, and two clients 16. The server 12 is connected to the network 14, which is in turn connected to the clients 16. The server 12 includes a processor 22, a storage medium 24, an operating system 26, an engine 28, a library 30, and a protocol stack 32.

10

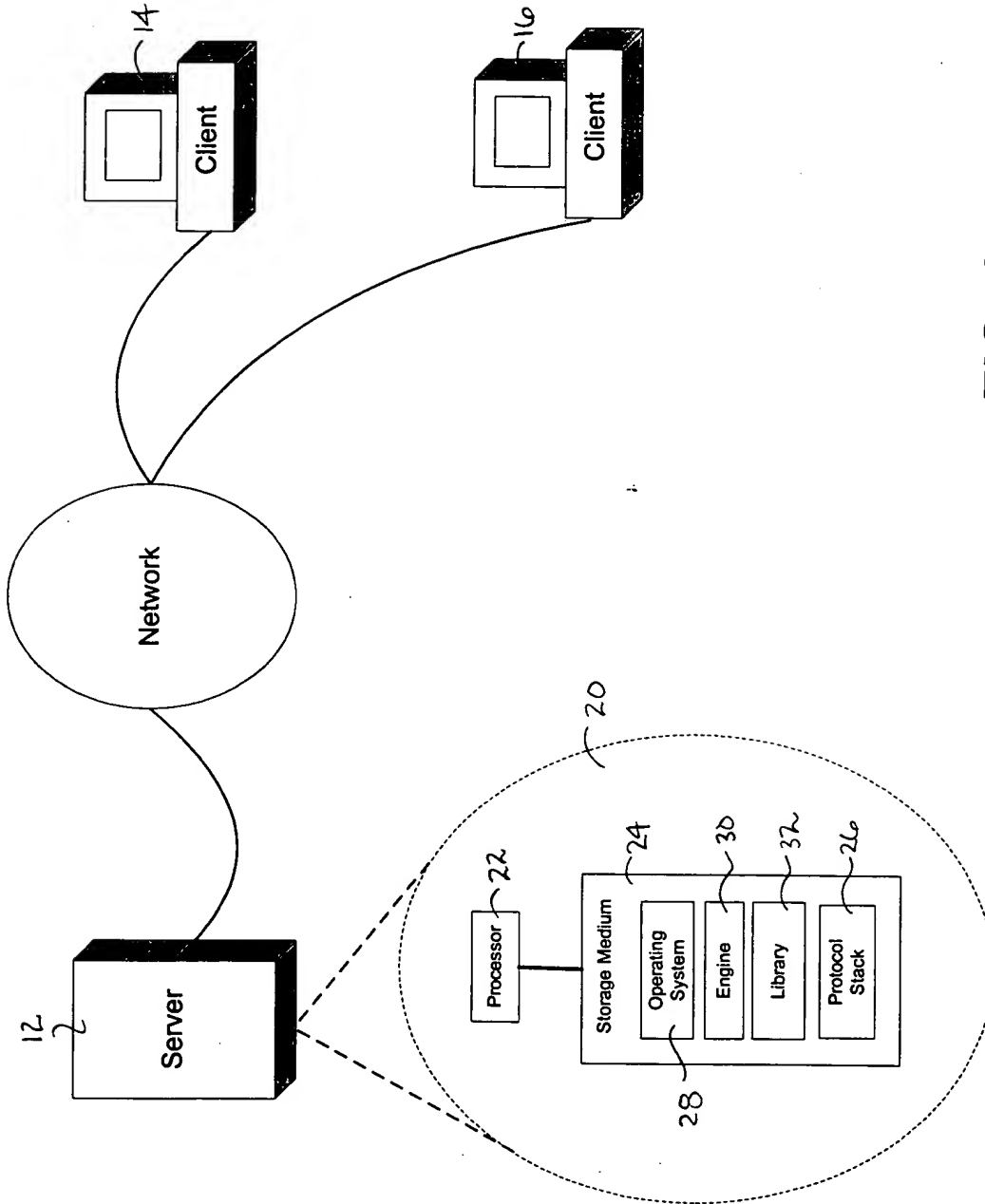


FIG. 1

180

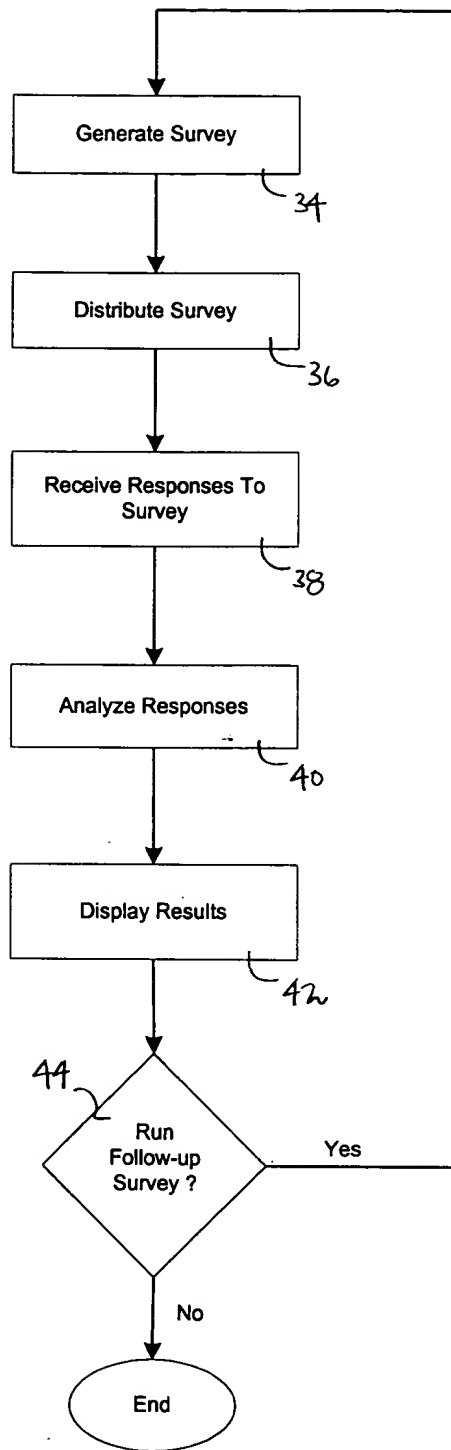


FIG. 2

A. General Purpose Survey

How are we doing overall?

B. General Area Surveys

How are we specifically doing in any of:

- 1) Customer Satisfaction ~ 50
- 2) Channel Relationships ~ 52
- 3) Competitive Position ~ 54
- 4) Image ~ 56
- 5) Awareness ~ 58

C. Focus Surveys

Reseller Satisfaction Surveys:

Customer:

Sur

- 1) How does reseller satisfaction vary across:

- products? ~ 66
- product/service attributes? ~ 68
- customer segments? ~ 70

- 2) How can we use reseller satisfaction to improve profitability? Are there:

- competitive performance gaps?
- expectations gaps?

- 3) For similar products/services, how satisfied

Channel Relationship Surveys

Awareness Surveys

FIG. 3

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ACME

Actions ~ 74

Manage Surveys

Select & Run ~ 80
Survey ~ 32

Manage Existing Surveys

Perform Analysis

View ~ 84
Report Card

View ~ 86
Leverage Points

View Data

Create ~ 88
Charts & Graphs

View Customer Segments ~ 90

Examine, modify, or re-use surveys you've previously created.

Recent Surveys ~ 76

Name ~ 92

1) General Survey
How are we doing overall?

2) Reseller Satisfaction
How does it vary across product lines?

3) Situation Assessment
Where does performance most need improvement?

more...

Date

10/1/00

9/7/00

9/1/00

Status

75%

85%

94%

Indicators ~ 78

Reseller Satisfaction by Product
9/1/00 - 10/1/00

Product 1 8.5 ↑ +5%

Product 2 6.5 ↓ -7%

Product 3 5.4 — +3%

Overall 7.5 ↑ -4%

100

Satisfaction w/After-Sale Service
9/1/00

ACME 3.5

Nortel 7.5

Lucent 5.4

more...

FIG. 4

Survey Selector

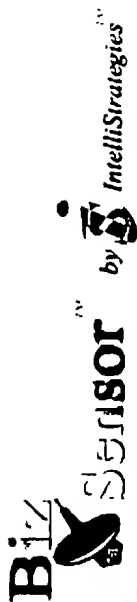
Recommend Next Survey

	Name	Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys: Channel Relationships: Customer Satisfactio Competitive Position Awareness Image	10/1/00	85%
			OK
			cheduled 10/12/00
			94%
			—
			—
			Never

C. Go to Focus Survey Library

FIG. 5

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ACME

Account Info Customer Support Online Tutorial Help

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Survey Selector

Recommend Next Survey

	Name	Last Run	Status
A.	General Purpose	10/1/00	75%
B.	General Area Surveys:		
	Channel Relationships	9/7/00	85%
	Customer Satisfaction	Never	Scheduled 10/12/00
	Competitive Position	9/1/00	94%
	Awareness	Never	-
	Image	Never	-
C.	Go to Focus Survey Library		

FIG. 6

Surveys

	Question To Answer	Last Run
Channel Relationships	1) Overall, how satisfied are resellers?	116 9/1/00
Customer Satisfaction	2) How does reseller satisfaction vary across: - products? - product/service attributes? - customer segments?	Never
Competitive Position	3) For similar products/services, how satisfied are resellers with our products versus those of competitors?	Never
Awareness	4) How can we use reseller satisfaction to improve profitability? Are there: - expectations gaps? - competitive performance gaps? - areas of over and underperformance?	Never
Image		

FIG. 7

General Purpose Survey

Actions

View Results 129 Preview Survey 136 Edit Survey 132

Running the Survey

Run this survey:

142

Now

Schedule

Recent General Surveys

Date	Status	# Respondents
1) 10/1/00	75%	190
2) 9/1/00	Complete	275
3) 8/15/00	Complete	300

Deployment Options:

Channels

Locations

Audience

Automatically run this survey:

X

1 Months

FIG. 8

120


ACME

General Purpose Survey

Actions

View Results Preview Survey Edit Survey

Recent General Surveys

	Date	Status	# Respondents
1)	11/1/00	Scheduled	
2)	10/1/00	 75%	190
3)	9/1/00	Complete	275

[Click here](#) for details about the 9/1 survey, including access to descriptive statistics.

Running the Survey

Run this survey:

Now

Schedule

Deployment Options:

Channels

Locations

Audience

Automatically run this survey:

Every:

1

➤

Months

FIG. 9

Survey Editor: Customer Satisfaction

Account Info

Customer Support

Online Tutorial

Help

← Previous Screen

ACME

1) Do you currently own or use a laptop computer?

☒ Yes, I own a laptop computer

☒ Yes, I use a laptop computer that I don't own

☒ No, I neither own nor use a laptop computer

☒ No, I used to use a laptop computer but no longer do

2) How long have you owned or used any brand of laptop computer?

☒ Less than 1 year

☒ 1-3 years

☒ More than 3 years

☒ Never owned or used

3) Please select all the brands of laptop computer you have ever owned or used. (Choose all that apply.)

☒ Dell

☒ IBM

☒ Compaq

Modify Selected Question

162 — Edit

164 — Delete

166 — Insert

▲ ▼

Actions

172 — Save

174 — Undo

176 — Redo

178 — Reset

180 — Done

FIG. 10



by IntelliStrategies™

Report Card for ACME Widget

Period: 9/1/00 - 10/1/00

Customer Satisfaction

Product	186	75%	↑	+4%
Loyalty	188	50%	—	+1.2%
Services	190	35%	—	-0.2%

ACME

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Recommend Next Survey

Strategic Position - Ranking

As of: 10/1/00	Previously: 9/1/00
1) Company 1	1) Company 1
2) Company 2	2) Company 2
3) ACME	3) ACME
4) Company 3	4) Company 4
5) Company 4	5) Company 3

Most Satisfied Resellers

Reseller 1	8.5	210	↑	+1.2%
Reseller 2	8.3	212	↑	+4.0%
Reseller 3	8.1	214	↓	+1.2%
Reseller 4	7.5	216	↓	-3.0%

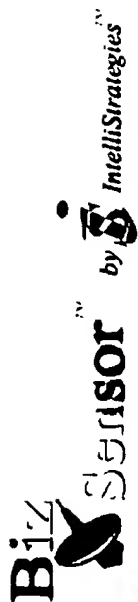
Least Satisfied Resellers

Reseller 5	3.5	222	↓	-2.0%
Reseller 6	3.9	224	—	+1.2%
Reseller 7	4.2	226	↑	+3.0%
Reseller 8	4.5	228	↓	-0.2%

FIG. 11

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✓

if it is not possible to find a way to do it, then it is not worth doing.



ACME

Account Info Customer Support Online Tutorial Help

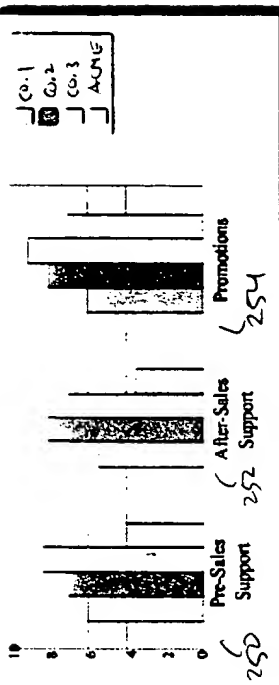
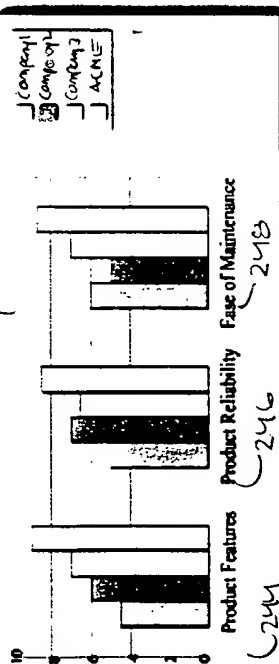
Report Card for ACME Widget
Period: 9/1/00 - 10/1/00

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Recommend Next Survey

Under Performance

Over Performance



Key Indicator Trends

Sales Promotions	258	9.0	↑	+7%
Product Variety	260	8.7	↑	+4%
Ease of Use	262	6.0	↓	-4%
After-Sales Support	264	3.5	↓	-3%

Hi's/Low's

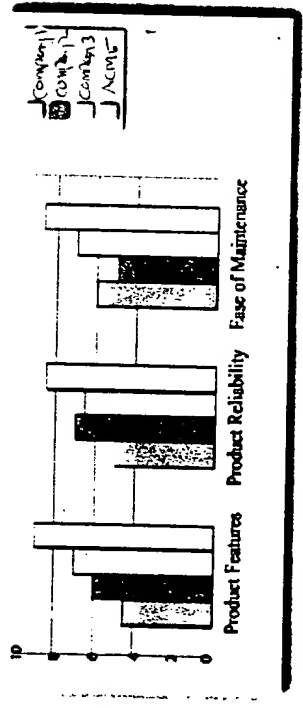
Product Quality	9.3	-	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	-	-4%
Training Programs	3.5	-	-0.2%

FIG. 12

Report Card for ACME widget

Period: 9/1/00 - 10/1/00

Over Performance



Under Performance

Get a recommendation for more specific survey(s) to run to determine the root of the problem(s).

Recommend Next Survey

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Pre-Sales Support

After-Sales Support

Promotions

Company 1

Company 2

Company 3

ACME

Key Indicator Trends

Sales Promotions	9.0	↑	+7%
Product Variety	8.7	↑	+4%
Ease of Use	6.0	↓	-4%
After-Sales Support	3.5	↓	-3%

Hi's/Low's

Product Quality	9.3	—	+0.1%
Product Reliability	8.9	↑	+2%
Value for Money	6.0	—	-4%
Training Programs	3.5	—	-0.2%

FIG. 13

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Hint: The system has indicated which surveys you are likely to find most useful. Verify its choices and select Preview and Deploy Selected Surveys	OK	<input checked="" type="checkbox"/>
Competitive Position	<input checked="" type="checkbox"/> Turn off this hint in the future. <input checked="" type="checkbox"/> Turn off all hints in the future.		<input checked="" type="checkbox"/>
Awareness			<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 14

General Area Surveys

Preview and Deploy Selected Surveys

Name	Status	Last Run	Run
52 (Channel Relationships	Recommended	Never	<input checked="" type="checkbox"/>
50 (Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	Not Indicated	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 15

ACME

General Area Surveys

Preview and Deploy Selected Surveys

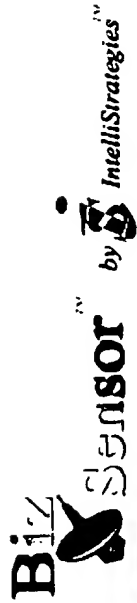
272

284

Name	Status	Last Run	Run
Channel Relationships	(282) Recommended	Never	<input checked="" type="checkbox"/>
Customer Satisfaction	Not Indicated	10/1/00	<input checked="" type="checkbox"/>
Competitive Position	Not Indicated	6/1/00	<input checked="" type="checkbox"/>
Awareness	User Selected (280)	Never	<input checked="" type="checkbox"/>
Image	Not Indicated	Never	<input checked="" type="checkbox"/>

FIG. 16

280/2



ACME

Account Info Customer Support Online Tutorial Help

Reseller Satisfaction for ACME widget

Recommend Next Survey

Displays

Performance Ratings ~291

Behavioral Predictors

Demographics

292

By Reseller ~288

Small, <\$1M
Medium, >\$1M, <\$10M
Large, >\$10M

By Competitor ~290

Siemens
Lucent
Nortel
NEC

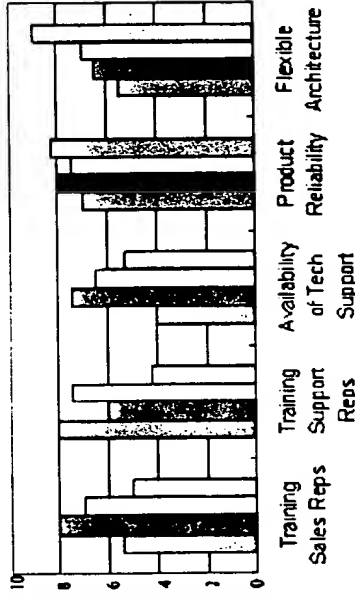
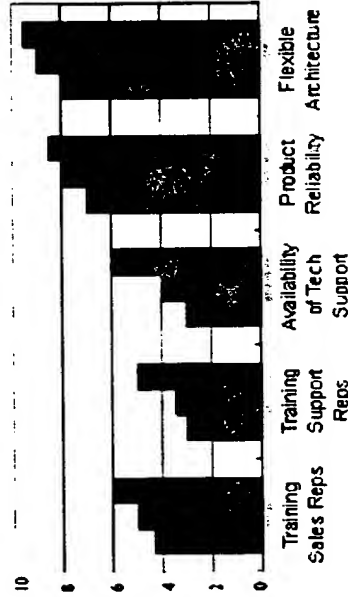


FIG. 17